
A BILL FOR AN ACT

MAKING AN APPROPRIATION TO ESTABLISH A CREATIVE CENTER
INCUBATOR.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. Digital media is transforming how artisans,
2 businesses, and entrepreneurs develop markets and distribute
3 their products. From cultural artists to culinary artists,
4 fashion designers to filmmakers, digital literacy is changing
5 the way they develop, produce, market, and distribute their
6 products. Hawaii's cultural community is comprised of many
7 talented artists, dancers, musicians, filmmakers, and
8 storytellers whose collective work through new forms of
9 distribution could have a positive impact on the world at large.
10 Cities like London, England, Santa Fe, New Mexico, and San
11 Francisco, California, have several sector-specific creative
12 incubator centers where individuals can learn to use new
13 technology to help build their capacity in arts-related fields.
14 According to "The Creative Industries Report", published by
15 Americans for the Arts, more than 548,000 businesses nationwide
16 are related to the arts and employ 2.99 million people. In



1 2005, 28,884 people in Hawaii were employed in creative
2 industries.

3 Creative centers help to empower creativity and business
4 development in their communities. Hawaii has no public centers
5 for creative capacity building outside of the university
6 environment. Students who are graduating from the University of
7 Hawaii's academy of creative media and Kapiolani community
8 college's new media arts program are launching companies and
9 also finding jobs in related fields of animation, game design,
10 etc. A creative center will employ these graduates, along with
11 industry experts, to share the knowledge they have gained in the
12 arts and digital media fields with other artisans in the
13 community. In so doing, they will transfer their skill-sets to
14 new communities of individuals who are outside of the university
15 environment, but who have the same capacity to develop creative
16 products.

17 A center that provides access to the tools necessary to
18 develop skills in the arts and digital media fields will help to
19 nurture new businesses and partnerships, increasing our economic
20 development in these areas.

21 The concept of a creative center incubator is not new, and
22 has been supported by the community, the administration, and



1 legislators in the past, yet has not come to fruition as hoped.
2 The creative center incubator will combine arts and digital
3 media mentoring and training, enhancing the services and skills
4 developed. The high technology development corporation, Manoa
5 innovation center, is one successful example of an incubator
6 facility that helps to nurture and launch technology-related
7 businesses. Hawaii is ready for an arts incubator, which has
8 become a successful component of economic growth in the creative
9 sectors in other jurisdictions. Incubators for the arts,
10 combined with expertise in various disciplines, are plentiful
11 and successful in many markets outside of Hawaii. Centers for
12 digital media, arts, dance, performance, fashion, and filmmaking
13 incubators--from the Four Corners Grass-roots Filmmaking Centre
14 and the Rich Mix Center in London to the Creative Hub project in
15 Toronto--have proven the incubator model works, thriving in
16 areas that have a platform to grow a critical mass of creative
17 businesses through shared facilities that nurture the innovative
18 spirit.

19 The creative center incubator will offer a comprehensive
20 set of tools to allow artists, cultural practitioners,
21 filmmakers, and performers a place to learn, experience,
22 connect, and create. It will provide professional services at



1 reduced costs in areas such as market analysis and business
2 development, staff recruitment and training, networking,
3 marketing, and communication strategies for start-up creative
4 companies or individuals to help develop and sustain their
5 careers.

6 The establishment of a creative center incubator will
7 provide a much-needed facility and business mentoring
8 opportunity for our creative industry sectors in Hawaii. Once
9 successful, centers would be launched in several areas on Oahu
10 and neighbor islands, using existing facilities that can be
11 retrofitted with work spaces to support the development of
12 digital media and the arts.

13 The first creative center incubator, located on Oahu, will
14 provide a full range of creative and business support services
15 to allow residents and students to create original products in
16 art, digital media, music idea incubation, creative publishing,
17 and literary arts. The center will also provide services and
18 skill development through a web-portal to allow communities and
19 individuals outside of the physical bricks-and-mortar space to
20 access the services and mentors via a virtual environment. A
21 creative center incubator will empower Hawaii residents to learn



1 skills needed to launch their own intellectual property
2 products/businesses for nominal costs.

3 The creative center will retrofit an existing facility in
4 Honolulu, and launch a companion web-portal for statewide access
5 to online mentoring. The creative center will provide:

6 (1) A digital media lab with up to ten workstations for
7 editing, animation/game, and creative project
8 development;

9 (2) A production area for rehearsals of plays, halau,
10 music, or presentations;

11 (3) A multipurpose room for screenings, lectures,
12 community meetings, and group teaching; and

13 (4) A retail area for arts, music, and filmmakers'
14 products.

15 The United States Department of Commerce, Economic
16 Development Administration has funded a \$120,000 planning grant
17 to explore this pilot program focusing on the arts and digital
18 media.

19 The creative center incubator will employ local
20 professionals in the arts, entertainment, and cultural arts
21 fields and will provide long-term employment for students and
22 graduates of programs such as the University of Hawaii's academy



1 of creative media and Kapiolani community college's new media
2 arts program, and shall expand to include neighbor island
3 professionals and visiting industry experts by . The long-
4 term vision is that the center will become a gathering place for
5 Hawaii's creative residents and will provide them an affordable
6 way to turn their ideas, concepts, and inventions into new
7 products and services.

8 SECTION 2. There is appropriated out of the general
9 revenues of the State of Hawaii the sum of \$ for fiscal year
10 2008-2009 to carry out the purposes of this Act, including the
11 equipping, training, marketing, and hiring of instructors and
12 consultants offering a comprehensive set of tools to allow
13 artists, cultural practitioners, digital media artists,
14 filmmakers, and other creative endeavors to work separately or
15 collaboratively on the creation of products and services in a
16 collaborative environment.

17 The sum appropriated shall be expended by the department of
18 business, economic development, and tourism for the purposes of
19 this Act.

20 SECTION 3. This Act shall take effect on July 1, 2025.



Report Title:

Creative Center Incubator; Innovation; Digital Media

Description:

Appropriates \$500,000 to assist in the establishment of a creative center incubator. (HB3067 HD1)

